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(54) TREND ITEM PREDICTING METHOD AND SYSTEM DEVICE

(57)Abstract:

PROBLEM TO BE SOLVED: To provide a trend item predicting method and a system device for grasping a user group who finds a present trend item at first, and for proposing the latest item found by the user group as the next phase trend item.

SOLUTION: This system is composed of a user behavior collecting device 1 set in a server B for identifying a user P, and for collecting and storing the action history of the identified user P, a history information analyzing device 2 for grasping and storing an original user P group who finds the present trend item in the early temporal stage from the action history, and a next term trend item predicting device 3 for grasping and storing the fact that the item found by the original user P is turned to be the latest item, and for grasping and storing the latest item found by the original user P group who finds the present trend item in the early temporal stage as a next term trend item, and for outputting this to a screen A3 of a communication terminal A2 of a contract user P.

